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A Famous Resort

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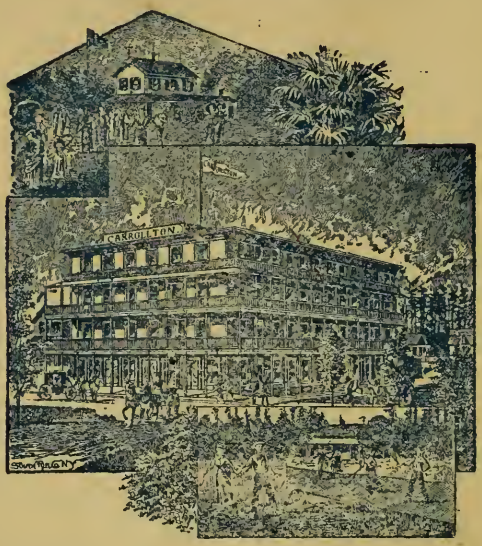
DELAND
FLORIDA

LAMON-SC & PTR

THE CARROLLTON

G. A. DREKA & CO.

DE LAND, FLORIDA.



MODERN AND ELEGANT THROUGHOUT. ELECTRIC BELLS. HOT AND COLD BATHS AND CLOSETS ON EACH FLOOR.

The FINEST and most THOROUGHLY EQUIPPED hotel in the city.

ATTRACTIVELY located at the intersection of the most PROMINENT STREETS, and has EXTENSIVE GRASSY GROUNDS arranged for LAWN TENNIS, CROQUET, and other out door amusements, and being entirely surrounded by WIDE COVERED VERANDAS, adapts it especially for the PLEASURE and COMFORT of GUESTS.

Peculiarly located for CONVENIENCE of COMMERCIAL TRAVELERS, being the only Hotel situated near BUSINESS CENTER. Has ample SAMPLE ROOMS.

The TABLE up to the HIGHEST STANDARD.

G. A. DREKA, Manager.

TO PATRONIZE A HOME INDUSTRY IS TO ENHANCE HOME

Humo-Chemical Fertilizers

differ from other brands in that they are made at home of the purest chemicals that can be bought, contain "humus" or vegetable matter, and are sold at the lowest possible rate for cash only. Read the opinions of those who have used them; below we give all our space will admit.

TESTIMONIALS.

DeLand, Fla., August 4th, 1887.

MR. W. W. PARCE,

Dear Sir:—I have used your fertilizer on my orange grove and must cordially say it is the best fertilizer I have ever used for the orange tree, a trial of one barrel will convince anyone of that fact. Being a home industry, it should be well patronized in the state. Yours truly, C. CODRINGTON,

Late editor of the Fla. Agriculturist.

Lake Helen, Fla., Aug. 9, 1887.

MR. W. W. PARCE,

Dear Sir:—I have used "Humo" on my groves for two years alternately with acknowledged first-class fertilizers and I believe it to be the equal of any of them. I could not be persuaded to use a fertilizer that I did not believe to be first-class. My present judgment is that I can show up more growth with "Humo" for the same money, than with any other fertilizer I have tried

Very respectfully, H. MARRING.

Glen St. Mary, Fla., Aug. 13, 1887.

MR. W. W. PARCE,

Dear Sir:—I used your garden fertilizer on onions and turnips last winter and a finer lot of onions and turnips were never raised in Florida. I consider your fertilizer as good as the best $50 fertilizer made. It did its work well and no mistake.

W. P. HORNE.

MR. W. W. PARCE, DeLand, Aug. 6, 1887.

I have used the Humo-Chemical Fertilizer for two years and cheerfully testify that it has given the greatest satisfaction. My trees have made a luxuriant even growth, preserving through the season a dark green color, while the fruit has been large, solid, and of first quality. I shall certainly use it in the coming year. S. DYER, D. D.

My factory is located at Palatka, Fla., on the bank of the St. Johns river and freight yard of the Florida Southern R. R., hence my facilities for receiving stock and shipping goods enable me to undersell my competitors, especially as I hold to the cash system. The cash price of my Orange brand is $36.50, Garden brand, $43.00 per ton net weight, f. o. b. steamer or cars in bags or barrels containing 200 lbs each.

W. W. PARCE.

CASH COMMANDS THE BEST, AND THE BEST COMMANDS CASH.

GO TO THE

STORE

FOR EVERYTHING IN

General Merchandise

DRY GOODS, CLOTHING, NOTIONS, HATS,

Especially at Lowest Northern Prices.

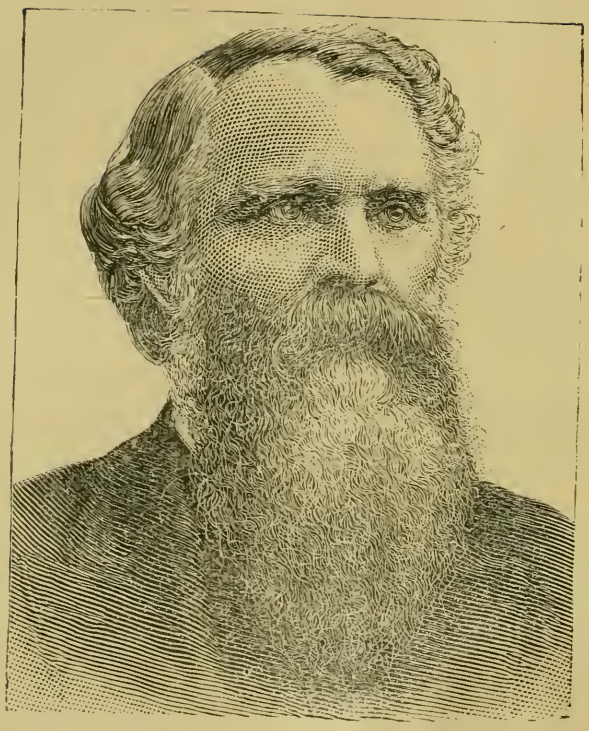
GOODS DELIVERED FREE

TO ALL PARTS OF THE CITY.

Highest Cash Prices Paid For

Country Produce.

LYONS & CO., Proprietors.



H. A. DeLAND.

FLORIDA;

ITS

Climate and Productions.

DeLAND;

A Famous Resort

-AND-

EDUCATIONAL CENTER.

The Home for the Invalid, Pleasure Seeker, and those wishing to escape the rigors of a Winter Climate.

Issued by the FLORIDA AGRICULTURIST, DeLand, Fla.

1887-1888.

AGRICULTURIST JOB PRINT.

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INTRODUCTORY.

IN this little pamphlet it is not our intention to speak as an historian of our growing little town. There is no occasion for calling up the deeds and actions of our first settlers and founders and recording them on the everlasting page of history, for the simple though sufficient reason, that they are still with us and can speak for themselves.

The aim of this book is to put before the thousands of people who have their eyes turned longingly to this land, a plain, unvarnished statement of facts concerning Florida, and especially of one of the most desirable places on the peninsula—DeLand.

These statements are not put forth by land speculators, who are anxious to induce immigration at whatever cost of truth and principle, in order that they may dispose of their real estate at remunerative figures, but by those who wish by honest, honorable and above all else, truthful means to attract the attention of those who believe that a removal to our sunny land will be beneficial. To this class we most respectfully inscribe this pamphlet, and assure them that in whatever particular it fails, it certainly answers the requisite of a truthful portrayal of facts as they exist in DeLand, at the present time.

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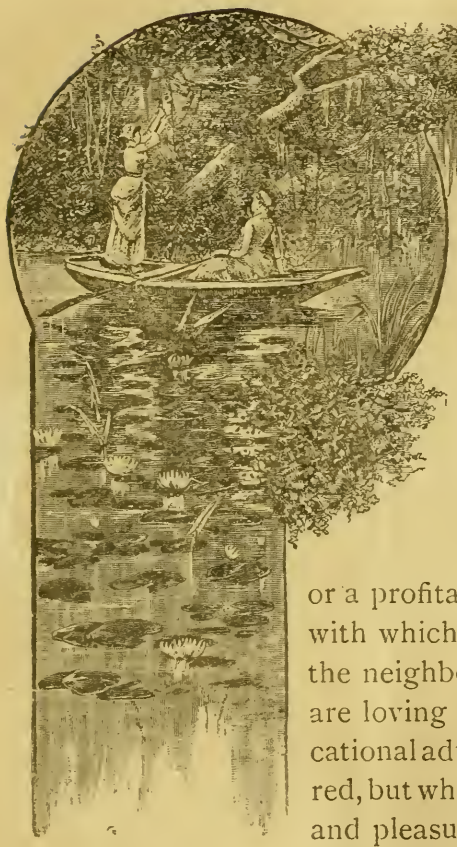
The Chief Aim of Life.



FOR arguments' sake we will admit that you, dear reader, in your home in the distant North, are surrounded by those very essential elements that tend to make life pleasant. You may have a comfortable home, a productive farm, or a profitable business; the society with which you mingle is of the best, the neighbors and friends around you are loving and beloved, and your educational advantages all that can be desired, but when we place all these luxuries and pleasures in one side of the balance, and in the other side we put the single item, "Good Health" and ask you in all candor which out-weighs the other, what will be your answer? It can be but one thing from all intelligent, life-loving people, and that is that good health is more to be desired than great riches.

Health is the chief aim of humanity, or at least it should be, for without it all of the favors lavished upon our devoted heads by Dame Nature, amount to naught; they are fleeting and transitory, and are banished by the first appearance of

the demon of ill-health. You may be surrounded by all mundane luxuries, and imagine yourself in the seventh heaven of happiness, when the stinging pangs of rheumatism, the choking hand of asthma, or the dread reflection that your chief heritage on earth is a pulmonary disease, comes to you and banishes pleasure as rapidly as our Florida sunshine and resinous breezes banish the pallor from the cheeks of the "puny" and paint them with the roseate hue of health.

This, then is the chief point to be considered when you contemplate a removal from your land of ice and snow to one of perpetual sunshine and summer—

"To a land by orange blossoms shaded,
Where summer ever lingers on the air."

Do not think, however, that our climate is only healthy because it is warm, or that all warm climates are healthy, for they most emphatically are not. But when you find a place where sudden changes of the temperature are rarely known, where there is no stagnant water and decaying vegetation to breed malarial diseases, where the land is high and dry and swept continually by ocean winds, you may be satisfied that you have found a healthy location and make your plans accordingly.

Such a climate is ours, and likewise the location. Ours is a climate subject to no severe sudden changes, and having a free circulation of atmosphere, and being situated on a rolling table land, far removed from all malarial incubating causes, we offer unequaled inducements to the invalid.

Situated, as we are on a narrow peninsula, on one side of which, lapping its silver sands, is the broad Atlantic, and on the other spreads the blue waters of the Gulf, we are forever fanned by the health-giving, invigorating and healing sea winds, which, mingle with the essence of our millions of pines, over which they sweep, and bring to the inhabitants in its purest and most improved form that greatest essential to life and health—pure air and plenty of it.

People in the last stages of that most flattering of all diseases—consumption—are prone to be hopeful, and annually many of them come tottering Floridaward. Alas, they come to stay, and the sad soughing of the wind through the stately pines above their graves, sighs a warning to others which they should heed. If you are in the last stages of consumption, stay at home, wherever that home may be, where, surrounded by friends and loved ones, the last days of your life may be made comfortable, and you can die in peace with a loving hand to close your eyes in that last long sleep. Florida will not cure you; nothing will. So stay at home and die among friends. There are exceptions, however, to even this rule. In some cases of consumption where hemorrhages are rapidly drawing the sufferer to an untimely grave, we have known remarkable cures to be effected in a short time. The healing air of our peninsula appeared to give new life to the wasted lungs, and cause them to heal, and to all appearances become as sound as ever.

So much, then, for those who have allowed this dread disease to run so long and get so firm a hold upon them. Now a word to those who are troubled with weak lungs and are liable to go into consumption at any moment, and we will leave this sad though important subject for one more cheerful. To those who fear consumption or lung trouble in any form, we say come to Florida, and come at once. Do not delay a day, or you may be in the lamentable condition of those unfortunate creatures above mentioned. Come while you are young and have the vitality to fight off the disease; come ere your frame is emaciated by the dread scourge, and grim death stares you in the face. Here you will find in our salubrious climate, in our healing air and our life-inspiring sunshine the panacea for all your ills.

The climate of our State, however, is not only beneficial to weak lungs, but is also highly recommended by eminent medical authorities for bronchial, throat troubles and asthma.

And in our little city of DeLand there are many living testimonials. Many have come here anticipating only a few years more of life, and expecting and hoping only to gain relief from their sufferings until the grim messenger should call, but in almost every instance themselves and their friends were agreeably surprised, and they are now living, hale and healthy, and are ever ready to testify to the efficacy of our wonderful climate.

For rheumatism of a certain kind, it is one of the finest climates known on the American continent. This is conclusively demonstrated by the fact that a large number of wealthy gentlemen from the North make Florida their winter homes on account of their rheumatic joints, and almost without exception they express themselves as being extremely well satisfied, and intend to spend the remainder of their days in Florida during the winter season. Among this class can be numerated such men as C. P. Williams, a wealthy merchant of New York, John B. Stetson, the well known hat manufacturer of Philadelphia, and many others.

Speaking of the health of the State, Dr. R. H. Gillen, a well-known physician and an old resident of Florida, says:

"Malarial diseases do not occur anywhere on this ridge or on any of the rolling pine lands of Florida. They are confined to the hammocks or low lands. The whole region is exempt from enteric and eruptive diseases so fatal North, such as typhoid fever, scarlatina and diptheria. The beneficial influences of the climatic and other conditions upon catarrhal diseases of the throat, lungs, stomach and bowels of Northern people coming here, cannot be over-estimated. Tuberculosis is not benefitted by residence in Florida, except the luxury of pleasant out-door life. Old people, whose vital energies are failing, on account of the depressing cold of the Northern winters, are much relieved and comforted by living in the pine woods of Florida."

Another eminent authority, Surgeon-General Hammond,

says in a recent report: "There is a widespread misapprehension respecting the malarial character of certain sections of Florida. Surgeon-General Lawson, upon this subject, writes thus: 'Indeed the statistics in this bureau demonstrate the fact that the diseases which result from malaria are of a much milder type in the peninsula of Florida than in any other State in the Union. These records show that the ratio of deaths to the number of remittent fever cases has been much less than among the troops serving in any other portion of the United States. In the northern division of the United States the proportion is one death to thirty-six cases of remittent fever; in the middle division, one to fifty-two; in the southern division, one to fifty-four; in Texas, one to seventy-eight; in California, one to one hundred and twenty-four; in New Mexico, and to one hundred and forty-eight; while in Florida it is but one to two hundred and eighty-seven. In short, it may be asserted without fear of refutation, that Florida possesses a much more agreeable, salubrious climate, than any other territory or State in the Union.

"The following table shows the death rate of Florida as compared with other States:

Massachusetts	one in 254
Maine	" 415
New York	" 473
Pennsylvania	" 462
Illinois	" 479
Virginia	" 557
Minnesota	" 755
Florida	" 1,447

Florida's Summer Climate.

UNFORTUNATELY the idea is common in the North, that the summer climate of Florida is unbearable. This is a great mistake, for there are few places in the country more pleasant during the summer than Florida. The only drawback to this season is its length, generally extending from May until October. During the summer just passed, when every paper from the North gave long lists of fatal cases of sunstroke and prostration from heat, in the whole of Florida there was not one case reported, either fatal or otherwise. The average height of the thermometer at noon is less than 86°, and even this is so tempered by the constant sea breeze that it is more endurable at that rate than would be a much lower temperature in the North.

Many, we are aware, will be disposed to doubt this, but when they consider our location on this narrow strip of rolling land, surrounded on three sides by miles and miles of water, from off of which blow the cooling breezes, and also the fact that nearly every day during the "rainy season," extending from June to September, we are favored with rains that lower the temperature very perceptibly, they must admit that our location is very favorable for making our

summers pleasant. The sun shines brightly, and, of course, it is very warm in its rays. Still, we have known people to come here from the extreme northern portion of the Union and work every day in the sun without experiencing any evil effects One great advantage that the summers have over that of other sections is our cool nights. Immediately after sunset a cool east breeze commences, and generally continues through the night. And almost without exception covering is in demand and comfortable before morning. Inhabitants of northern countries where the hot sultry nights, following the broiling hot days, make sleep and rest almost impossible, will know how to appreciate our Florida summer nights when once they have given them a trial.

It is very difficult for the denizens of the North to believe that our Florida summers are else but intolerable, and for the especial benefit of these doubting Thomases, we furnish the following comparative table of the temperature of the different States. By reference to this it will be seen that ours is the most equitable climate on the American continent:

STATE OR TERRITORY.	DEGREES.		
	Minimum.	Maximum.	Difference.
Florida	105	10	95
Louisiana	105	0	105
Mississippi	105	— 05	110
Alabama	105	— 10	115
West Virginia	100	— 20	120
Georgia	105	— 20	125
Ohio	105	— 25	130
Kansas	110	— 20	130
Connecticut	105	— 30	135
Oregon	110	— 25	135
Illinois	105	— 35	140
Nebraska	110	— 30	140
New York	105	— 35	140
Idaho	115	— 30	145
Colorado	110	— 45	155
Dakota	110	— 45	155
California	115	— 45	160
Montana	115	— 50	165

So much, then, for our climate, although volumes could be written on the subject and the story not all be told:

Productions of Florida.

IT is the general opinion among Northern people that Florida produces very little besides oranges, but when we say that Florida can grow a greater variety of products than any State in the Union, they may be surprised, yet if they stop to consider her position geographically they need not be. Extending north and south in her own peculiar shape for nearly 400 miles, and from east to west nearly that distance, gives a great diversity of soil and climate, and hence she is capable of yielding a large variety of products. Owing to Florida's peculiar form no part of our peninsula is over sixty miles from either the Atlantic or Gulf of Mexico, thus giving our State a climate peculiar to itself and one in which many things can be brought to perfection that cannot be grown in any other State in the Union.

Owing to the lack of transportation in former years, very few people knew of the capabilities of Florida, and in the last half decade a long list of what can be raised has been added to her already numerous productions, especially in the fruit and vegetable line.

The great excitement over orange raising has hitherto taken such a firm hold upon the people who settled within the borders of the orange section, that they forgot all else and put their whole attention to raising the golden fruit. To-day it is different.

The farmers are mingling various kinds of fruit with their oranges, and in many cases are living entirely within themselves, raising nearly everything consumed by themselves, and stock on their own land.

Our people are progressive, and in another five years far greater developments will be made in the list of articles that can be profitably raised here.

Her Fruits.

The orange is considered king among Florida fruits, and will undoubtedly remain her chief product, but its laurels are in danger, and if it continues to hold that position it will be from the quantity raised.

The many new varieties that have been catalogued by our nurserymen, in the last ten years, has made it possible for oranges to be gathered from the first of November to the first of August, leaving only three months without this fruit. Although improved varieties of the orange have been introduced, there are other fruits being brought to perfection here that are claiming a great share of the favor and popularity of the public taste. The praise of the Florida orange has been sung in every land where it has found its way, and to take space to tell of its merits would be but to repeat what

has been said and written hundreds of times, so we will give our attention to others less known, but none the less desirable.

The introduction of the Chinese strain of peaches and their offspring in the last few years, together with their marked success wherever planted in the State, has given great impetus to tree planting and hundreds of acres have been set out which have generally come into bearing the second year.

The small Peen-to peach of several years ago has been brought up, by cultivation, to nearly twice its former size and of a delicious flavor, having none of the bitter taste which formerly characterized this fruit. This variety is the first to ripen, commencing the last part of April or first of May, and is closely followed by the Honey.

Only those who have tasted this favorite peach, picked ripe from the tree, can have any idea of its quality. As its name implies,it is sweet,and when fully ripe fairly melts in the mouth. It is an amusing sight to note the expression of delight and satisfaction that spreads over a stranger's face, as he reaches up for the first time and plucks the fruit from the tree, and feels its flavor tickle his palate while on its way to the inner man, then to see him carefully stow away the pit in his vest pocket (if he has a vest on) and imagine the within resolution to plant it as soon as he can come into possession of real estate. In the last two years many new varieties have been introduced, raised from seed of the Honey and Peen-to, that bid fair to outrival their parents.

Among these we would mention Bidwell's Early, Climax, Hybrid, and several others that have not been catalogued, but are now being thoroughly tested. Among the late peaches, the Florida Crawford has been placed at the head, and having borne heavily for several years, is no longer considered "on trial." A cut of this peach is here presented through the kindness of Mr. G. L. Taber, of Glen St. Mary's,

Fla., who introduced this variety. The fruit is very large, roundish oblong, with a yellow skin and red cheek; flesh yellow and juicy with a rich flavor; ripens the last of July.

At the present rate of improvement in the peach business before another half decade is past, Florida will equal if not surpass the famous peach growing section of New Jersey.

FLORIDA CRAWFORD PEACH.

It will surpass it because the trees come into bearing quicker and live longer, and the fruit ripens long before the peaches of the North are half grown. Being first in the market the cream of prices are received. It is possible in this State to have ripe peaches from the last of April to the latter part of

August by the proper selection of varieties, thus giving us a peach season of four months. What State can equal it?

Apricots and Nectarines have been tried with success, especially in the north of Florida, and the trees are finding their way into nearly every orchard.

No fruit has been introduced into our State that has been such a happy surprise as the Kelsey Plum. This fruit has been grown in California for several years and there pronounced the King of Plums, and the result in this State so far bears out that reputation.

The tree commences to bear two years from planting, when properly cared for, and the yield is simply enormous. Trees at this age have borne such enormous crops that the limbs had to be supported to keep them from breaking and sweeping the ground. The cut of the Kelsey Plum (also from Mr. Taber) was made from a specimen of fruit taken from a tree on his place which had been set out thirty months. The limb, also shown on another page, was taken from the same tree, which will give a better idea of the producing capacity than words. The fruit is heart shape, rich yellow color, and overspread with red, making it very attractive. It is of excellent quality, rich and juicy, having a very small pit. It will stand transportation and keep for some time.

Other new varieties of plums are being introduced, with every prospect of success. The Chickasaw strain does well here and furnishes a variety not only in fruit but time of ripening.

The Loquat (*Japan Medlar*) differs from the other varieties of plums in being an evergreen tree and producing its fruit in January, if the winter is mild, and later if severe. The tree is grown farther north for its beautiful foliage, while here we have both the foliage and fruit. The fruit is about the size of the Wild Goose Plum; oblong, of a light yellow color; acid and excellent quality.

Japanese Persimmon.—Those who have been used to the wild varieties and never tasted a ripe Japan persimmon are inclined to doubt its merits, and at the mere mention of the name imagine their mouths being "drawn into knots," and shake their heads as much as to say, "none for me." What a change takes place as they take a persimmon as large as a

KELSEY PLUM.

full grown Acme tomato, open it and with a spoon eat out the delicious pulp. No custard can compare to it, and so delicate and delicious is the flavor that they readily command ten cents apiece in the market. There are quite a number of varieties differing in color, shape, flavor and time of ripening; thus, as with the peach, making the persimmon

season lengthen out into several months, but all have that peculiar and delicate flavor which makes them so eagerly sought after. The trees do well in our State, and as they generally come into bearing the second year, we do not have to wait long for the fruits of our labor. The wild persimmon that grows all over our country can be grafted to the different varieties, and in this way the persimmon grove can be made with little expense.

Pears.—Now we imagine we hear some Northern fruit grower saying, "You needn't talk, we can discount your pears." We do not dispute this. We have not been in the business as long as you have, but we can raise a good pear and put it on the market long before yours is ripe, and being first get the best prices. Large orchards of the Le Conte are being set out and other varieties are being tried with varying success. Our nurserymen are progressive, and we expect the same development in the pear as in the other fruits that several years ago were pronounced as unreliable in this State.

Figs.—This is rightly considered as one of Florida's neglected fruits, for it is known to the oldest inhabitant in some way or other. New varieties have been introduced, and it is claimed that we have the true Fig of commerce. The White Adriatic is a most delicious fruit, and is good for either drying or table use. The drying and preserving of Figs should be one of Florida's industries. As the fruit becomes better known and the little care required to raise them realized, the evaporation of figs must become a business that will retain many a dollar that is now sent to foreign lands.

Guava.—This is one of the fruits for which a taste has to be acquired, but when once acquired, remains indefinitely, and the desire for them is equal to any other fruit. Who has not tasted that famous Guava Marmalade and Jelly? The Guava stands as one of the best jelly fruits on the

continent. Its growth, especially in southern parts of the State, is wonderful, and the crop more so. There are several varieties grown in the State, some of them standing considerable frost without the least injury.

Grapes.—It has been the universal experience of people who have put out grapes brought from the North, that they did finely for two or three years and then "went back." This was due to lack of knowledge of the proper treatment to give the vines and the varieties suited to our climate. Through several years of patient experiment and continued trials, varieties have been found that do well, and no further evidence is needed on this point than that the parties who have been testing different varieties of grapes on our soil are enlarging their vineyards, and in several instances a large acreage, is being put out. As our grapes ripen long before those of any other section, we can ship and secure the best prices. The crop this year brought from 25 to 50 cents per pound in New York. Wild grapes are found in our hammocks, and when their roots are taken up and transplanted and cared for, produce wonderfully. Some of the choice varieties of the North can be budded into these and do much better than on their own roots. We have seen vines from thirty to fifty feet in length, trained along a porch, that hung full of large bunches of beautiful grapes, some of them nine to twelve inches in length. The grape industry of Florida has just begun, and it bids fair to be a source of great revenue to Florida.

The Banana is another of our beautiful fruit bearing plants, and its large leaves, tossing and rustling in the breeze, can be seen in almost every garden from Jacksonville to the southernmost part of our State. There are several varieties grown in the State, but the principal ones are the Horse and Lady Finger. The former grows to a height of over twenty feet, with broad and dark green leaves, but the bunches of fruit seldom exceed fifty fingers and often not

more than twenty, which are large and coarse. The Lady Finger does not grow to such an immense size, but in rich soil produces large bunches of small but delicious bananas, frequently having as many as 200 fingers on a single bunch.

Pineapples.—This fruit is being extensively shipped from the Indian River country but is raised a great deal farther north. Pines have been grown in Orange County weighing from nine to ten pounds each. The Sugar Loaf is a great favorite as when ripe it can be eaten without sugar, and is delicious.

Pa-paw.—(*Curica papaya*)—This is not the fruit known by that name in the Southern and Eastern States. It is a native of South America and is sometimes called the Bread Fruit Tree. This fruit is not grown so much for its eating qualities as for its wonderful properties. However, it is sometimes eaten raw and has a flavor something like the muskmelon. The milky juice is used in cooking all kinds of tough meats. A little of the juice is put in with the meat and stewed for a few minutes, making it very tender and palatable. Meat laid between its bruised leaves is said to absorb enough of its juice to make it tender, especially with steaks. Its medicinal qualities are equally wonderful, the juice of a green fruit being one of the best vermifuges known, and the leaves are used in the West Indies for washing instead of soap.

Mango.—There are several varieties of this fruit, as with others, but the tree, did it bear no fruit, would be very desirable for its beautiful shape and rich foliage, the leaves forming a star at the end of every twig. The fruit has a large seed and the pulp is filled with a coarse fiber. The kinds having little fiber are considered the best. This variety is known in the West Indies as No. 11. There are quite a number of varieties grown in the southern part of Florida, but the one which seems to be the favorite is the Apricot Mango. Fruit yellow, with bright red cheek,

medium size, flavor like an apricot, spicy and almost destitute of the objectionable "turpentine" taste.

Anona.—There are some forty varieties of this family, and Florida lays claim to some of the best, such as the sugar apple,(*A. squamosa*) sour-sap,(*A. muricata*) cherimoya or Jamaica apple, (*A. cherimolia*) and others. The sugar apple could be grown over a considerable portion of the State, as it seldom grows over four feet high, and could be protected from cold the same as the guava.

Arrowroot and Cassava are two of the best starch yielding plants in the United States and they grow to perfection here.

The Date Palm is one of the most magnificent fruit bearing trees within our borders. Its long, graceful, verdant, everchanging branches make it a beauty to behold. It is grown as far north as St. Augustine, and gives a rich and picturesque appearance to every garden in which it is planted. There is no fruit tree on the continent that combines such rare beauty and rich foliage with its fruit producing qualities.

In the southern part of Florida there are a great many fruits, many of which are delicious, others of little value, and some for which a taste has to be acquired. Besides those already there, the people are annually importing new varieties which are being propagated with hopes and evidences of success. Among the fruit now being grown there we would mention Sapodilla, Mammee sapota, star apple, Tamarinds, (for preserves,) Avocado pear, etc. Only a visit to this part of the State will give a true idea of what a wonder she is.

Nut-Bearing Trees.

The success that has attended the planting of Pecan trees has encouraged the planting to a considerable extent.

The trees are said to have no enemies, grow with little attention, and the great advantage of this crop is that it is not perishable and does not have to be shipped at a certain time, but can be held for a good market. The Paper Shell is by far the best variety.

Cocoanut trees are being planted quite extensively along the southern coast, and some are now bearing. The cocoanut palm can be grown in the interior, but to have it fruit it should be planted close to the salt water; some even growing where the waves of the ocean wash against their trunks. The nut growing industry, like many others in Florida, is in its infancy; and other varieties, such as chestnuts, walnuts, etc., are being tried. Our hammocks are full of mammoth hickory trees which produce quantities of nuts which furnish food for the thousands of squirrels of various kinds that fill our forests.

Florida's Agricultural Products.

Florida is considered a poor agricultural State, but those that think so have never read the statistics of the State and have confined their observations to a small area where only the orange is grown. Annually there are from 40,000 to 65,000 bales of long and short staple cotton grown, both of which do well here, especially the former.

The sugar industry is being awakened and considerable capital is being invested in machinery for its manufacture. The reclaimed lands of the State are well adapted to raising canes. At present it is grown all over the State for domestic uses, each farmer having his own mill and evaporator and making his own syrup and sugar, besides some for sale. Sugar cane grows better in Florida than anywhere else in the United States. The canes often growing twelve feet high, while in Louisiana they rarely grow over five feet.

Corn is the greatest cereal crop of Florida, and some of

our farmers produce as many as from 2,000 to 4,000 bushels annually, and at the rate of from 12 to 60 bushels per acre.

The planting of upland rice is increasing from year to year, and with the introduction of improved machinery for cleaning it, it is fast becoming one of our staple crops, as it not only furnishes a salable article but is a good grain for stock and poultry, containing more nutriment than oats.

Oats and rye are planted in the fall for winter pasture and harvesting in the spring. The growing of tobacco has lately become one of Florida's industries. Before the war Gadsden and adjoining counties produced some of the finest tobacco grown, and was largely exported. Planting has again been revived, and the quality of tobacco grown in the past year equals the best Cuban production.

Sweet potatoes can be grown any where in the State and frequently attain the weight of ten to eighteen pounds, and produce from 100 to 500 bushels per acre, according to fertility of soil and cultivation.

Irish potatoes are grown for northern markets, and bring from $5 to $8 per barrel. The home market is a good one also, as they come to maturity at the time when northern potatoes are out.

Peanuts are raised to a considerable extent in West Florida, but chiefly for home consumption and for fattening pork, which gives the meat a very delicious flavor.

Watermelons are at home in Florida and grow to a perfection seldom attained in any other State. They produce well on new land and often grow to weigh sixty pounds. A melon under twenty pounds is not considered worth handling for shipping.

Onion growing in Florida is increasing every year, and as the result is quite satisfactory where they receive the proper cultivation, those who raised a small patch last year have trebled the quantity of seed planted. They require a rich and moist soil and those who furnish this and give the

proper cultivation are the ones who realize a handsome profit. The crop last year brought not less than $2.00 per bushel and frequently more.

Cabbage is being largely grown for shipment with an increasing acreage. They can be grown so as to be ready for shipment by December 15th, and at any time from this on for five months. Last year the cabbage season here lasted seven months. Of course the shipping season of cabbage does not last this long, but it is possible in this State to have a garden from which cabbage can be taken during that length of time by successive plantings. And so with a good many other vegetables. With the aid of the different systems of irrigation now being tried it is believed that fresh vegetables can be grown for home use every month in the year. Nearly all kinds of vegetables do well here in the fall and spring, but they cannot be raised without some care and attention. It is too often the opinion among people coming to Florida that everything ought to grow wherever planted but, after possibly some sad experiences, they learn that certain kinds of seeds do well when planted in their season. We have our seasons here as well as any other State, and to have the best results the seasons must be studied by the newcomer and everything done with as much intelligence as possible.

You now have read *only a portion* of the productions of Florida; the fruits were not all spoken of, especially the citrus family, which is large within itself, the agricultural products only partially noticed. Nothing has been said of the great lumber production, the fisheries, the sponge industry, the stock raising, etc., etc., but we here give an extract from the *News-Herald* of recent date which sums up the productions of our State in tabular form, with value attached:

"It may not be known to many that the *agricultural products, per capita, of Florida double those of the average of all*

other Southern States. This may seem strange to those that are ignorant of the truth, but we have taken pains to investigate the value of the agricultural products of the other Southern States, and find it about $50.00, while our own is $100.00.

"With all California's wealth, her agricultural average is only $88; that of Tennessee only $33.25, Arkansas $75, Mississippi $73, Georgia $50, and Alabama 66.50. This is an exhibit which should make the pulse of every Floridian throb fast. Below we reproduce the table taken from the United States agricultural report in June.

"FLORIDA'S MARKETABLE PRODUCTS.

Vanilla	$ 5,000	Milk	$ 55,000
Poultry	18,000	Pineapples	25,000
Peaches	65,000	Pinders	50,000
Cow peas	79,000	Grapes and wine	25,000
Bees and honey	30,000	Ships, boats, etc	125,000
Hogs	50,000	Horses and mules	150,000
Sheep	30,000	Wagons	50,000
Alligator hides and teeth	40,000	Ice	65,000
Strawberries	45,000	Sugar and molasses	250,000
Nursery trees	200,000	Firewood	225,000
Brick and artificial stones	150,000	Rice	200,000
Moss	275,000	Railroad cars	300,000
Beef	350,000	Cotton seed	400,000
Sponges	750,000	Cedar	500,000
Vegetables	900,000	Naval stores	825,000
Fish, oysters and turtle	300,000	Cotton	4,000,000
Cigars	3,000,000	Oranges and lemons	2,500,000
Corn, wheat, oats, hay, fodder and tobacco	3,500,000	Cattle	1,805,000
Lumber	20,000,000	Limes	8,000
Hides	50,0000	Arrowroot	35,000
Total value of products			$31,476,900

"Deducting from the total everything but agricultural products, we find that these alone average $100—*per capita* of her 325,000 population."

It will be seen by the above that Florida has a greater producing capacity than she is given credit for; but, dear reader, do not imagine for a moment that you can settle in any part of the State and raise the whole list; that you can have the alligator and Le Conte pear growing side by side; that you can grow the sugar apple and peach together in any part of the State, for it cannot be done. It has not been our aim to tell where and how each could be raised, for it

would take hundreds of pages; but to place the "Products of Florida" before you, so that you will know what can be raised. If you desire to know where and how they are raised, subscribe for the *Florida Agriculturist*, a large eight page paper devoted to this work. It will be a profitable investment and keep you posted on points of interest.

DeLand

After having fully decided to come to Florida, whether you are a capitalist seeking a field for profitable investment of your surplus; a wealthy man in search of pleasure; an invalid seeking health; a poor man looking for a place to better his condition, or a man of moderate means in search of a comfortable home, away from the inclemencies of a northern climate, the question naturally arises in your mind as to what section of the State shall be your Mecca. This is a serious question, no doubt, or at least it is an important one and should be properly considered.

If you are in search of any of the above we invite you to come to DeLand. Above all other considerations, if you have children you wish to educate, a family you wish to have surrounded by the best society; if you wish to enjoy these comforts and luxuries of life and avail yourself of the advantages of a progressive community that is moral, intelligent and most emphatically enterprising, we say come to DeLand and come at once.

"What and where is DeLand?" is very naturally the next question you will ask.

In the first place, DeLand is in Florida, and that simple item speaks volumes for it. And then, again, DeLand is situated in one of the prettiest, healthiest and most accessible sections of the State. On the great orange ridge of

Florida, which is situated between the St. Johns river and Atlantic Ocean, and extending north and south a distance of about twenty-five miles.

Unfortunately for Florida, a certain class of land speculators, obtaining possession of large bodies of worthless land, have advertised them extensively, and sold to parties in the North and West who were so foolish as to buy, "sight unseen," and as a consequence, these credulous individuals have thrown away their money, for as a rule the land is far from any inhabitants worth mentioning. We say this is unfortunate for the State at large for the reason that when other sections are open to settlers they are generally judged by the sections that have been weighed and found wanting, and as a consequence, many people who would otherwise have immigrated to our State and made good citizens, have been kept away, and those who have been thus defrauded are by no means slow to tell of their troubles to their neighbors, who immediately form a poor opinion of the entire country.

Now, in DeLand, we work on an entirely different basis. We believe most emphatically in the principle of live and let live. We believe in everyone satisfying themselves thoroughly as to the advantages of our location before investing their money, and for that reason we would advise you to come and spend a few weeks or months before you do invest, for by so doing you will be able to decide more fully what you want, and be better able to judge as to the worth of the property you purchase.

As for the town itself, much more could be said than we could find space for in this little book, but suffice it to say that DeLand is one of the ideal places of the South; a town to which intelligence, wealth and refinement has flowed with a rapid and ceaseless current, and the influence of this class of settlers is felt and seen on every hand. Consequently DeLand is a beautiful little village of 2000 inhabitants, en-

circled and embowered by the evergreen orange groves, which are things of beauty as well as of profit. Our streets are broad, and laid out with mathematical accuracy, many of them shaded and ornamented by growing live oaks, and other forest trees, planted by our enterprising citizens. Business houses, many of them of brick, line our principal streets; church spires and lofty school buildings overlook the surrounding groves, and cozy cottages, handsome homes and desirable dwellings, are seen everywhere for miles on every side of our bustling and busy little burg, and around all stands the great pine forest—those evergreen Titans that have braved the storm for ages, and now fling their shaddows and distil their balsamic dews over our little city and its happy and contented people. Such is the place to which we invite you. Believing that in so doing we are obeying to the letter the command of that great Teacher who said, "Do good to your fellowmen."

The reasons why DeLand is a most desirable place for a home for northern people are obvious: In the first place our people are mostly from the north, and if you are a northern man you will here find people with whom to associate who have your identical ideas and opinions—yes, and prejudices, too. But aside from this our natural features must commend themselves to the thoughtful student at a glance. We are situated near the geographical center of Volusia county, on a high pine ridge fifty feet above the level of the St. Johns river, our nearest water course, and five miles distant from the same. We are twenty five miles from the Atlantic Ocean, which is of easy access by railroad. Our highly rolling table land is acknowledged to be the best orange land in the State, and if anyone doubts this statement, they have only to come and look at our 5000 acres of thriving orange groves, and we are certain they will doubt the statement no more.

Then, too, DeLand has the reputation of being one of the

healthiest places in all Florida. Here we have no lingering fevers, no epidemics, no pneumonia, diptheria or pulmonary troubles, for the simple reason that disease cannot find a foothold in a place that is daily and hourly swept by ocean breezes and purified by the essence of our pines. This reason, alone, will cause many to decide as soon as they are convinced of the fact.

Another reason why DeLand is a desirable place for a location, is owing to our very intelligent and enterprising class of settlers; in fact our jealous rivals often chide us with being precocious in this respect. Many of the necessities and luxuries of life not vouchsafed to the inhabitants of places of ten times the age and size of DeLand are found waiting for you here. Our dairy, ice factory, etc., can be classed in this line.

To those who desire to improve their financial condition, our town offers extraordinary inducements. Honest labor is appreciated and in demand at good prices. Men who came to DeLand poor,—very poor, six or seven years ago, are now in comfortable circumstances, and some are even ranked higher than comfortable in worldly affairs.

DE LAND'S DEVELOPMENT.

A little over ten years ago DeLand was not. Six years ago it was but little more than a squatters' settlement. In fact the town did not commence to build up or develop until five years ago. At that time people in every section of the country began to appreciate the advantages of our location, and settlers commenced to come in great numbers. At that time the river was our only inlet or outlet, and the journey to DeLand was a long and tedious one, made from the north by rail, river and stage, but this did not keep the people from coming, and they not only came, but saw and were conquered by the beauties of our surroundings, and the

advantages of our situation. So our virgin pine forests were soon turned into orange groves; cozy homes sprang up in every direction, business houses were built and occupied, property changed hands several times per week, saw mills were kept busy night and day getting out lumber for the many houses that were being built. In some places the demand for lumber was so great that pine trees that were standing intact at sunrise, were cut, sawn and nailed to the frame of a house before sunset of the same day. In the spring of 1883 there were about two dozen houses in the business portion of DeLand, and during the eighteen months following there was over $200,000 expended in buildings. At that time we had one church, multiply that number by eight and you have the present number. Of school houses we had one, which was also used for a house of worship. Now we have two of the finest school buildings in the State. Our population at that time amounted to two hundred and fifty; to-day it is over two thousand. The city assessment book discloses the following facts :

Amount of property assessed in 1883.....	$ 40.000
" " " " 1885.....	330,693
" " " " 1886.....	358.200

The reason the assessment of 1886 did not show the comparative increase of the preceding years is accounted for by the fact that in the fall of 1886 a disastrous fire swept the business portion of our town and destroyed over $75,000 worth of property. The fire destroyed a majority of the business houses of the town. But within six months from the time our town was in ashes, Phœnix-like, we had sprung into existence again, and the burned portion of our town was rebuilt with brick buildings, thus making our town more solid and substantial than before.

DE LAND AT PRESENT.

To speak of what DeLand was is an easy matter, for our

past has been a short one; to tell of its future would be to deal in prophesy, but to write of it as it exists at present is the duty we have undertaken.

DeLand is to-day classed as one of those phenomenal towns that has grown from nothing to its present dimensions on account of its natural advantages alone. True, in its early history our town was afflicted with a "boom" of the most startling proportions; the boom was the outcome of natural events, as the prospectors soon saw how desirable was a location here, and a rush was made for property; this rush shortly developed into a boom, and this boom eventually gave to everything a fictitious value, and elevated the price of orange lands and town property far above the reach of the average settler. Our town, however, survived the boom and prices sought and found their natural level without the concomitant evils following all booms in general and land booms in particular. So to-day DeLand has released herself from the grasp of the demoralizing speculative element and the "booming" tendency, and stands squarely forth upon her intrinsic merits. Our prosperity and growth continues. Our settlers are permanent, not of the migratory class, and almost every month in the year finds some new-comer in our borders.

Thus has our town developed from a wilderness to the metropolis of a county, and the commercial center of this section.

DeLand's situation for a point of commercial importance will be seen at a glance. In the first place, DeLand is in the center of a growing and rapidly-developing country. The section around us is settled with thrifty, frugal people. In the radius of a half dozen miles on either side of DeLand are numerous smaller towns,which look upon DeLand as their chief market, and as the commercial center of the county. Our railroad facilities are good, and the prospects are that they will be much improved during the coming year. At

present we are connected with the outside world by the Jacksonville, Tampa and Key West railroad, the finest and best equipped road in the South, extending from Jacksonville to Titusville in South Florida, and connecting at Sanford with the South Florida, which runs direct to Tampa on the Gulf coast, which is the port of entry for steamers from Cuba. At Jacksonville this road connects with the principal roads leading to all sections of the North and West. DeLand is three miles from the main line, but the business of our town assumed such extensive proportions that it was found necessary to build a branch into town and we have the same advantages we would if situated on the main line, as trains from town connect with every train, and freight is shipped direct from any point in the Union without break of bulk, and also shipped from here the same way and at a very low rate.

A road bed is graded from DeLand to Lake Helen, a distance of only five miles, connecting with the Blue Springs, Orange City and Atlantic road, extending from the St. Johns river to the Atlantic Ocean. This road will open and develop one of the most fertile sections of the State, and as DeLand will be on the most direct route from that section to the metropolis of the State—Jacksonville—business will naturally seek this place, and we will be the general distributing point for goods, and the destination of the produce from the Coast section.

Although the business of our town was retarded for several years by reason of the want of proper transportation facilities, still we by no means stood still, and the business of the town, considering its size, has been simply enormous. In the way of business establishments we have:—A bank, three newspapers, two drug stores, two paint stores, one jewelry store, one furniture store, six general merchandise stores, three grocery stores, two hardware stores, two bakeries, two dry goods stores, one billiard saloon, etc., two

barber shops, one wagon and carriage factory, two tailoring establishments, two shoe stores, four saw mills, one machine shop, two insurance offices, one millinery store, one hay, grain and feed store, one cabinet shop, several real estate offices, two livery stables, one photograph gallery, one ice factory and repair shop, two restaurants, one novelty and fruit store, two markets, one laundry, one dairy, etc., etc.; all of which are doing a good and increasing business.

OUR INDUSTRIES, ETC.

To speak in full of our industries is beyond the scope of this work, we will say, however, that almost everything is done here to improve the condition of man that is done elsewhere.

The cultivation of the orange is eminently *the* business of this section, and furnishes employment to hundreds of people. The man of moderate means who starts a small grove here can, by taking care of others, support himself and family and at the same time bring his grove up to the full bearing point, when it will take care of itself and give the owner an income. One of the industries of which we wish to speak is

MARKET GARDENING,

Which in this section is as compared with other industries, a very recent result of the inevitable law of demand and supply. Three short years ago the winter visitor and resident alike were perforce content with the canned products of Northern gardens. But with the increase of resident population and the influx of Northern visitors has naturally arisen a cry for fresh vegetables, not merely out of season, (from the point of view of the tourist, who is not satisfied unless he has strawberries and green peas in January,) but

DeLAND ICE MANUFACTURING CO.
A. G. KINGSBURY, Manager.

all the year round. To meet this growing demand several enterprising settlers have experimented with more or less success, upon the soil which appeared to them best suited for their purpose. Hammock land in the immediate vicinity being scarce, high pine has of necessity been brought under garden cultivation, and the results in some instances go to show that much more can be done in this direction than the nature of the soil would at first sight justify one in expecting. The wagon loads of fresh inviting-looking cabbage, lettuce, beans, &c., &c., which Mr. Austin hauls in from his garden-spot on the east side of town; the abundance of strawberries placed in the local market by Mr. Macdonald and others; the seasonable supplies of vegetables of all sorts which Mr. Jackson brings to his customers from his garden near the ice factory; not to mention the smaller consignments, daily and hourly coming in town from others who garden on a smaller scale, would in themselves furnish ample evidence of the possibilities of pine land under favorable circumstances and with patient labour. But the most skeptical may readily convince himself by a visit to the market garden which Mr. Caulfield carries on in connection with the Irondequoit dairy. Here, in addition to a pretty thorough knowledge of his work, Mr. Caulfield has the inestimable advantage of a practically inexhaustible supply of barn yard manure, and to his judicious use of this advantage is doubtless owing the fact, that he can usually exhibit, in the depth of winter, a variety of vegetable crops which would do credit to a Northern truck farm in May or June. Almost every variety of "green stuff" adapted to the soil and climate of Florida seems to grow and prosper in this favored spot; and the only regret which we can recollect to have heard the superintendent express of late, (i. e.: Since experience has convinced him that it *is* possible to raise

SOUTHERN ELECTRIC LIGHT CO.
A. G. KINGSBURY, Manager

garden produce in Florida,) has been that he had not planted double the acreage in this or the other produce, in which the local demand proved to exceed even his liberal supply. Space will not allow of our mentioning others who make a specialty of one or two products—such as onions and asparagus—with a view to the more distant markets, but enough has been said to show that DeLand offers a fair prospect of success to the market gardener, who desires to combine moderate profits with certainty of good health and strength, and whom either the fiend Malaria, or a chronic tightness of the (money) chest, hinders from casting in his lot upon the rich hammock lands of the State.

Orange culture is, as stated before, *the* industry of this section, but there are many "side issues" that can be made profitable. One of these worthy of particular mention is the poultry business. Owing to the fact that thousands of visitors spend their winters in the State, there are numerous large hotels that get their poultry supply from the North, for the simple reason that the home market cannot supply the demand. A small capital invested in this business and rightly carried on in DeLand would yield the owner a splendid interest on the money.

SERICULTURE.

Mrs. Lucy M Fox, one of the best known writers on this subject, says: "There is no place in the world, in my opinion, better adapted to silk raising than Florida. Here in Volusia county, the mulberry grows to perfection without fertilizing or anything more than an occasional stirring of the soil, and it is the best food for the silk worm. The climate is such that three and even four crops of leaves have been raised during one season. I think it *possible*, at least, for the eggs to be hatched out and fed through six months of the year instead of the six weeks generally given to that business in the northern States. The silk worm is not unpleasant to

handle or work with. Very little silk has as yet been raised in Florida, our own cocoonery at the Norris Silk Farm, in this county, being the only place in the State where, to my knowledge, much of this work is attempted. Com. Norris is trying to make Spring Garden a silk center, and has offered to give well cleared land and trees, and even to furnish leaves for the worms until the young trees given by him shall grow. His motives are impugned of course, but if his offers were accepted much would be accomplished in Florida." A lady now living in DeLand, under no very favorable conditions, raised the past season two barrels of cocoons, which she sold for $1 per pound. Silk raising should be made an important "side issue" of Florida. A man may bring his family to this section, and while he is engaged in other work, the women and children can at the same time add to their resources in a pleasant manner. The new-comer may rest assured that if he can make a living elsewhere in our county, he can make more than a living in DeLand, for here he will not have to bear the heavy expense of winter fuel and clothing that is needed further north, and will not have to lose from three to four months from work on account of bad winter weather.

The Cairns & Pierson Cabinet Manufacturing Co. do a large business in their line, and manufacture furniture, etc., from our beautiful natural woods. Their business is rapidly growing, and they are filling orders from various portions of the State.

DeLand in former days purchased lumber from Jacksonville machine shops; but we have no need of doing that now as we have several saw mills close to us. The mill of the Bond Lumber Co. contains the best machinery for the purpose of any mill in the county. The Dunn Mill

SOUTHERN ELECTRIC LIGHT CO.
A. G. KINGSBURY, Manager

which is near town, is also ably prepared by good machinery to turn out large quantities of lumber.

The quantity of machinery that is in operation in and about DeLand created the demand for a machine shop, and this demand was met a little over a year ago by Mr. A. G. Kingsbury, who put in an ample plant of machinery for doing all kinds of repairing and machine work that is needed in this county. Since its establishment work has been sent from counties on all sides and so satisfactory has been the work turned out that customers once gained are patrons whenever they are so unfortunate as to need the services of a first-class repair shop.

The people of DeLand are daily supplied with the purest of milk from the Irondequoit Dairy, where from twenty to thirty stock are kept all the time; thus those who come here can be furnished with this desirable article of domestic use, and rest assured that it is as good as anywhere produced on the face of Mother Earth.

The Ross Manufacturing and Repair shop, owned and managed by J. D. Ross, has achieved for itself an enviable reputation for making a fine class of wagons and agricultural implements.

The DeLand Ice Factory, A. G. Kingsbury manager, furnishes DeLand and other towns along the J., T. & K. W. R'y and its connections with the purest of ice, made from distilled water. Ice is delivered at our doors every morning in any quantity, and at a low price.

The Southern Electric Light Co. is now putting in an electric light plant, and our town will be lit by electricity before January 1st.

Those who wish to know who are our enterprising and go-ahead business men have only to refer to the advertising pages of this book, where they speak for themselves in no uncertain tones.

What the people of DeLand take most pride in is the

educational advantages, for, to use the words of another, "there is none better in the State, and we doubt if in the South." A man having children to educate can not help but see the great advantage in this particular to be located within our borders. The

DE LAND UNIVERSITY

is organized under a special charter granted by the Legislature at its last session. It owes its existence primarily to the generosity and foresight of Hon. H. A. DeLand, of Fairport, N. Y., whose purpose in founding it was to establish in Florida a Christian school *for both sexes*, inferior to none in the country in character and rank. The institution has been known previous to the granting of the present charter, first as "DeLand Academy," and then as "DeLand Academy and College." Its charter name, "DeLand University" has been fixed upon, first, to connect it with the name of the city in which it is located, and secondly to employ a term broad enough to cover the three distinct Departments already organized, and other Departments which it is expected will be organized in the near future. The other Departments already organized are, "The College," "The Academic," and "The Grammar School."

It was assumed that there was a demand for such an institution on the part of two large and rapidly increasing classes of students. First, the young men and women of the State of Florida—a State whose population is increasing perhaps faster than that of any other State in the Union. And secondly, the large number of young men and women, who from delicate health on their own part or that of their friends, are compelled to spend the winter in this more genial and kindly climate.

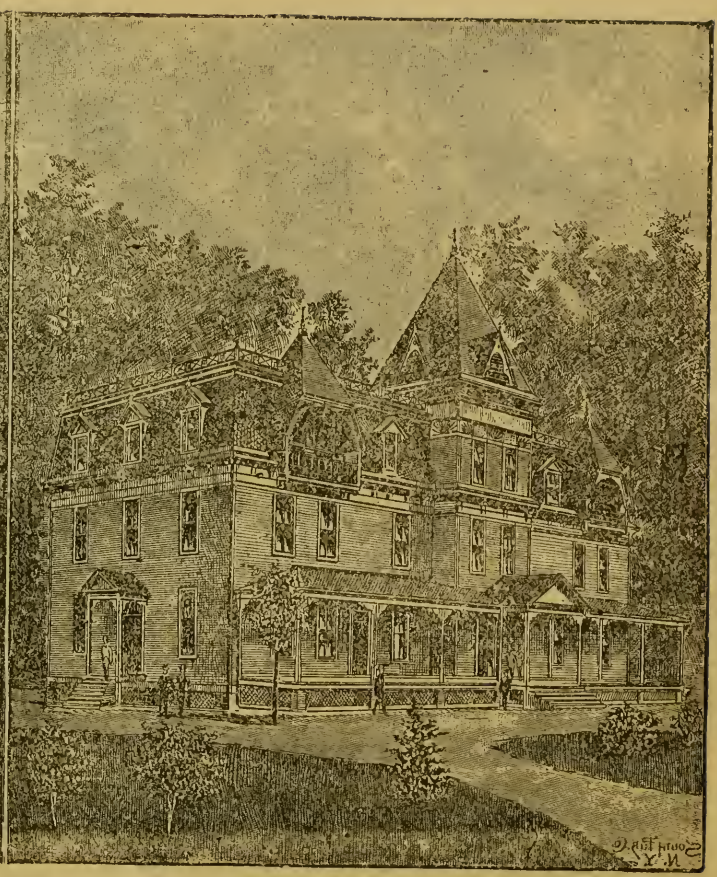
This assumption has been fully verified, and these classes

DeLAND ICE MANUFACTURING CO.
A. G. KINGSBURY, Manager.

JOHN B. STETSON.

of students have both been largely represented among our pupils. Eleven States, and five counties of the State of Florida have been thus represented during the past school year. The institution is now fully organized, possessing fine buildings, library, admirably furnished, and supplied with apparatus and illustrative material of all kinds, equal, and in many cases superior, to that possessed by the best institutions of a similar grade in the North; while the courses of study are well adapted to meet the varying needs of those who desire a liberal education, and a faculty in charge composed exclusively of teachers of liberal culture, wide experience and marked success. The Board of Trustees therefore confidently invite students to avail themselves of these advantages. The entire institution is under the charge of Prof. J. F. Forbes, M.D., Ph.D.,who is assisted by an able corps of Instructors, and as the trustees had the choice of about 300 competent teachers, it is reasonable to suppose that those employed were the best. That the success of this institution is insured we are certain. Besides the endowment which it already has, men of generous hearts and noble impulses are interested in its welfare, prominent among these are Mr. John B. Stetson and Mr. C. T. Sampson, both of whom have contributed liberally toward building and maintaining the institution. Mr. Stetson, after whom Stetson Hall was named, and who can rightfully be called the "Hat King" of the world, spends his winters in DeLand. He is a gentleman of considerable wealth, and liberal to a fault, and to him is due no small amount of the prosperity that many of our people are enjoying. In any matter or public enterprise that is for the interest of our town and people Mr. Stetson is always ready with a liberal hand. The employment that he gives for the care of his ninety-five acres of grove and home place is a considerable item itself, as he believes in making them "things of beauty" as well as profit. His aim in business has been to make the "best," and so with every-

DeLAND UNIVERSITY.



STETSON HALL.

thing he undertakes. He wants the University to be the best in the South, his grove the best in the State, and the town thriving and prosperous, and his home the most pleasant and happy. Besides the University DeLand has a public school, under the charge of the best educators obtainable. The building is the best public school house in South Florida. A Kindergarden, for the little ones, is also open here during the winter season.

CHURCHES.

DeLand has an abundance: Methodist, Baptist, Catholic, Presbyterian, Episcopal, Christian, a Universalist congregation, and three colored churches. Some of these buildings are very fine, costing as high as $5000.

OUR HOTELS.

A few years ago our hotel accommodations were limited, and many visitors, who had heard of our climate, and came to it, were compelled to seek quarters in other localities. This, however, is no longer the case, as other hotels have been built and the old ones enlarged, until to-day there is no town of our size in Florida with so ample and excellent accommodations as DeLand. To say that our hotels are first-class would be saying but little. They are simply models of comfort and excellence, and the reputation they have gained has spread far and wide. Among the hotels of especial mention, are the Putnam House, the Carrollton, the Parce Land and the Floral Grove.

THE PUTNAM HOUSE,

(formerly the Grove House), is a most picturesque hotel. It is situated on New York avenue, in the center of a ten acre grove, and is as comfortable and convenient as the taste of the most fastidious could desire. A. Putnam is proprietor and manager.

THE CARROLLTON

is emphatically the commercial hotel of the city, and situated as it is, in the business portion of the city, with its wide and pleasant verandahs surrounding it, its beautiful grassy lawns, its modern improvements in the way of electric bells, hot and cold water baths, and a table supplied with the best from home and Northern markets, it has very justly gained a reputation of which any establishment might be proud. G. A. Dreka is the manager.

THE PARCELAND

is situated near the railroad depot and within convenient distance of postoffice, schools, churches, etc. It is beautifully situated on an eminence overlooking the town and surrounding country. It has been very properly designated "The Tourists' Home." J. Y. Parce, manager and proprietor.

THE FLORAL GROVE

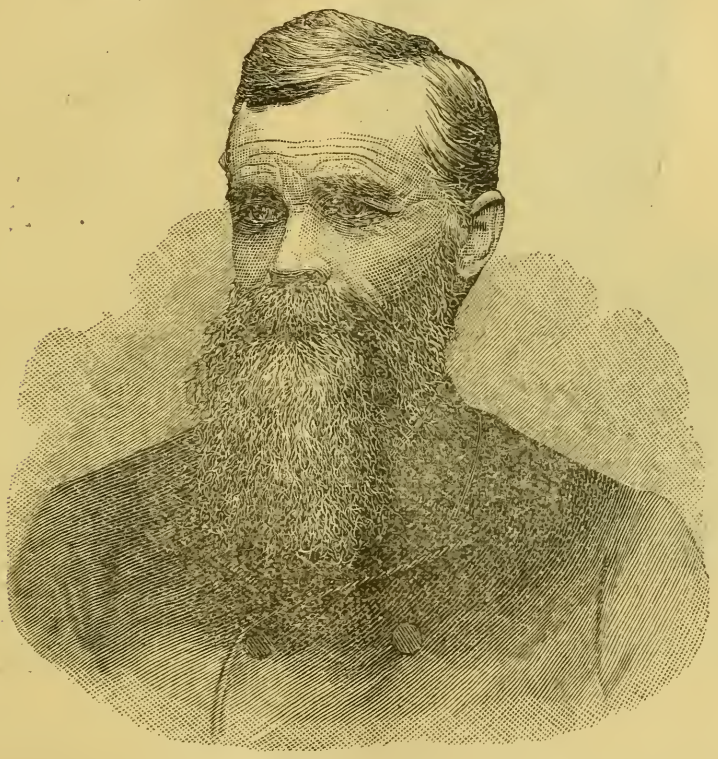
is a cozy, home-like hotel, completely surrounded and embowered with flowers, shrubs and evergreens. A place where all will feel comfortable. A. Seaman, proprietor.

BOARDING HOUSES.

With boarding houses DeLand is abundantly supplied. They are first-class in every particular and their rates are reasonable. So that those who do not wish to incur the expense of a hotel may find a comfortable winter home in them. Besides the regular boarding houses, there are numerous families who take a few boarders during the winter season. So it may readily be seen that our town has every facility for entertaining comfortably all who may visit us.

Some of Our Prominent Business Men.

DeLand's unprecedented growth and prosperity can be attributed to two prime motors: First of all our natural advantages were such as to attract the eye of the new-comer and to claim his immediate admiration. Still, this of itself would not have developed DeLand from a "howling wilderness" to what she is to-day:—the proud metropolis of one of the most prosperous and wealthy counties in the State. Our business men, and our enterprising settlers can be thanked for this. And although they need no trumpeter to sound their praise, no monuments to commemorate their deeds—for is not the hum and bustle of our busy town a perpetual



EBER W. BOND.

pæan of praises to them, and are not our stately blocks and costly residences all-enduring monuments to their enterprise, perseverance, and determination,—still it will not be out of place to speak of a few of them. Nearly twelve years ago

MR. H. A. DELAND,

whose portrait we present as a frontispiece in this pamphlet, came from Fairport, N. Y., where he owned valuable manufacturing interests. Im-

pressed by the natural advantages of the country, he invested largely in real estate, and in a few years began operations that have culminated in the building of the model town of Florida. The move made by Mr. DeLand was one requiring nerve, energy and perseverance, and an enormous outlay of capital. Nothing daunted, however, he put his shoulder to the wheel, and by persistent labor, liberal methods, and judicious advertising, accomplished the desired end.

GEO. A. DREKA.

The people of our town owe its existence to his excellent judgment, management and foresight; to his generosity and perseverance. On every side of the town that bears his name, are everlasting monuments to his energy and liberality, and not among the least of these is the DeLand University, founded and endowed by him. This institution of itself will pass his name down to the coming generations as one to be revered and loved for his philanthropic ideas and generous acts. Mr. DeLand has an all-abiding faith in Florida and her future, and owns large bodies of real estate in other sections of the State. Another flourishing town that is the twin sister of DeLand, owes also its existence to Mr. DeLand. This town is Lake Helen, situated five miles from DeLand, in a splendid section, and is rapidly developing into a beautiful village, and a favorite winter resort for wealthy Northern people.

EBER W. BOND.

To Mr. E. W. Bond, of Willoughby, Ohio, belongs the honor and credit of building the first railroad into DeLand, and not only was the DeLand and St. Johns River railroad the first road into DeLand, but it was the first one built and operated in Volusia County. Mr. Bond is a midle-aged man, quiet, thoughtful and eminently practical. His fortune was made by his unaided efforts, backed by a cool, calculating brain, that never failed him in emergencies, In whatever section of the country Eber W. Bond may go, or with whatever class of people he may associate, he will be looked up to and respected. It was his masterly mind that at the first glance grasped the situation and solved the problem of our need of transportation. He saw that a railroad must be built to DeLand, and he also saw that it would prove a profitable investment to the builder.

He consequently made a propcsition to the people of DeLand, who readily accepted it, and work was at once commenced on a road from DeLand to DeLand Landing on the St. Johns river. The road was soon completed, and operated by Mr. Bond, when it was sold to the Jacksonville, Tampa and Key West Railroad, and is now operated by them as a branch of their main line extending from Jacksonville to Titusville. The people of DeLand are inclined to look upon Mr. Bond as one of their greatest benefactors, and it is certain that he has done much for our town, and is cherished in the warmest corner of our hearts.

GEORGE A. DREKA.

DeLand's pioneer in the mercantile arena is Mr. George A. Dreka. When only a young man he came to this section when DeLand was little less than a struggling settlement. He established his business on a small capital, and under the many disadvantages that are always encountered in a new country. But notwithstanding this, the young pioneer girt his loins for the work of building up a business second to none in South Florida. The success he achieved may be accounted for by his strict business methods, honest and liberal dealings and constant and unceasing application to business. That Mr Dreka was eminently successful is demonstrated by the present magnitude of the business of his firm, G. A. Dreka & Co. The firm has the largest mercantile establishment in the county, carry an immense stock, and do a constantly increasing business. Their establishment is on the corner of Woodland Boulevard and New York avenue, under the elegant new Carrollton hotel, which is owned and operated by them.

W. A. ALLEN.

Mr. Dreka is a fair sample of what young men with brains and energy may do in Florida. But they must first learn well the lesson that he has learned and followed so admirably—the lesson of perseverance. Luck, genius and wealth may do much for them, but patience and persevering industry, directed by sound sense and sustained by indomitable will, will accomplish more than all the others put together.

W. A. ALLEN.

Mr. W. A. Allen claims the honor of being the youngest business man in our city, and considering the fact that he is not only the youngest but

also one of the most enterprising and go-ahead in South Florida, it is honor well deserved.

He is at the head of the firm of W.A.Allen & Co., who have one of the handsomest drug establishments in this section. Mr. Allen is a graduate in pharmacy, and alhough young he has had large experience in some of the best pharmacies in the West. He understands his business in its most minute details and as a consequence his trade is rapidly increasing. In connection with his abilities as a druggist he combines the faculty of making and retaining friends, and on every hand Will Allen is spoken of as one of the most genial and accommodating boys in the community.

West DeLand.

Every place of any importance has its suburbs, and so it is with DeLand. On a level plateau about one mile west is located the pretty little settlement called West DeLand, and visitors to this place are always charmed with its beautiful groves, productive gardens, fine dwellings and enterprislng settlers. A neat little depot is erected here for the accommodation of its people and business, and large quantities of freight is sent out and received. It is here where the DeLand Ice Manufacturing Co. have their factory, and supply not only DeLand but towns on the lines of the J., T. & K. W. R. R. Here also is the DeLand Machine and Repair Shops and the plant of the DeLand Electric Light & Power Co., under the management of Mr. A. G Kingsbury,who is a man any community would be proud of as he is not only building up a good business for himself but has the best interest of the community at heart. He has shown how a home can be made beautiful with a little trouble, and it might be said that his verdant lawn has encouraged the putting out of many others. The people there believe in making their homes beautiful as well as comfortable, and in no direction can a finer class of dwellings, as a whole, be found. The Irondequoit Dairy with its gardens is located here, also J. Jackson's garden, besides numerous private gardens. West DeLand is also noted for its fine groves, among which are those of Mr. J. B. Stetson, Mrs. Killkoff, Messrs. Kingsbury, Jos. Johnson, Honeywell, Sullivan, Painter, Stewart, Munn,Wheeler, Hull, and numerous others, all of which are looking well. Intending settlers are invited to see this section before purchasing elsewhere.

MAY AND HIBBARD,

(Successors to PARCE & MAY.)

Grove Contractors

AND AGENTS FOR THE CARE OF PROPERTY FOR

NON-RESIDENTS.

LANDS CLEARED AND SET To trees. Groves cultivated and cared for in the best possible manner and at reasonable rates.

Have been doing business in DeLand for the past five years, and have always given satisfaction.

REFERENCES:

F. S. GOODRICH, Volusia County Bank; E. O. PAINTER, Florida Agriculturist; H. A. DELAND, Fairport, N. Y.; and any reliable business establishment in DeLand.

Correspondence Solicited.

∴ I have some fine property to sell, (or exchange) both groves and wild land. ∴ ∴ ∴ ∴ ∴ ∴ ∴

∴ Any person who may be desirous of having a home in Florida, will do well by calling on, or corresponding with the undersigned. This is my own property, therefore I can trade as I please with it, ∴ ∴

C. P. WILLIAMS,

P. O. Box 10. DeLAND, FLA.

W. A. ALLEN & CO.

DEALERS IN **PURE DRUGS and MEDICINES,**

Perfumeries, Toilet Articles, Stationery, Etc.

SCHOOL STATIONERY A SPECIALTY

COMPOUNDING : OF : PRESCRIPTIONS : A : SPECIALTY.

WALTER CRITCHELL.

DEALER IN

Fine : Boots : and : Shoes.

Boulevard, DeLAND, FLA.

Repairing Neatly Done.

R. C. BUSHNELL,

Corner Boulevard and Indiana Avenue.

Fancy and Staple Groceries,

Flour, Butter, Cheese, Coffee, Tea,

CEREAL GOODS, ALSO

Glassware, Crockery, Lamp Goods and Woodenware.

A carefully selected stock of all kinds of Canned Goods always on hand. Lowest prices. Largest variety.

J. D. ROSS,

DE LAND, FLA.

Carriage and Wagon

FACTORY.

A COMPLETE LINE OF BUGGIES, PLOWS, CULTIVATORS, &C. ON HAND.

Wagons Made and Repaired.

W. M. DUNN'S

SAW MILL,

DE LAND, FLORIDA.

LUMBER OF EVERY DESCRIPTION.

Mouldings, Brackets, Scroll Sawing
Turning, Cypress Shingles, Lath,
Orange Boxes, &c.

Lumber Delivered to all Points.

SHIPPING ORDERS PROMPTLY FILLED.

W. M. DUNN,

DeLAND, FLORIDA.

My Terms are Spot Cash. My Goods the Best in the Market.

My Prices the Lowest.

"Square Dealing Clothing House,"

A. ZACHARIAS, Proprietor.

Men's and Boy's Clothing, Hats, Caps, and

GENT'S FURNISHING GOODS.

WHOLESALE and RETAIL.

PALATKA,
Branch House 13 Lemon Street.

JACKSONVILLE,
17 West Bay Street.

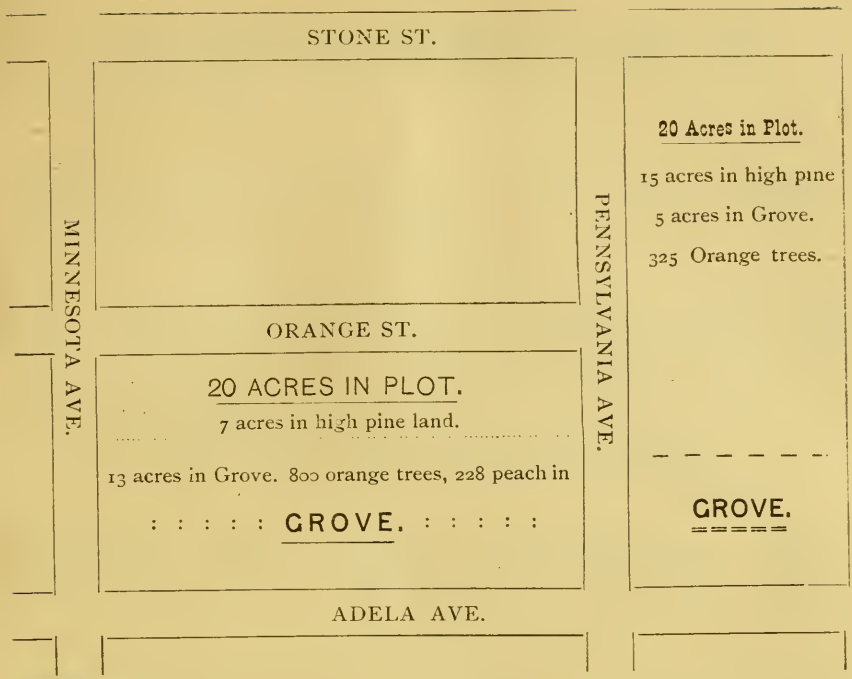
Fred. Nylund,

DeLAND, FLA.

SOLICITS the care of Orange Groves and other property of non-residents. Thorough acquaintance with, and personal attention to the business makes it possible to guarantee satisfaction to those entrusting their groves to my care.

All kinds of grove work done in the best manner possible, and of the lowest price. Contracts taken for clearing land and setting to grove. Best of references on application.

Correspondence Solicited.



THE above plots of land containing 20 acres each, are choice high pine, delightfully located in the

CITY OF DELAND,

But two squares from the DeLand University buildings, and three-fourths of a mile from the West DeLand Depot, and Ice Factory. The railroad runs parallel with Minnesota avenue one street south.

The Groves are three, four and six years planted, just coming in bearing, and in a very few years will yield several thousand boxes of oranges. The trees are of the best varieties. Three acres are sweet seedlings. The peach orchard is also promising. The grounds can be divided nicely into one or five acre lots.

The owner, while not specially desirous, will sell a portion of these lands at reasonable prices.

Address **LEVI B. KALER,**
PHŒNIXVILLE,
PA.

MAY & HIBBARD, DeLand,
have care of the grounds.

F. S. GOODRICH,

VOLUSIA COUNTY BANK,

[PRIVATE.]

DE LAND, FLORIDA.

Prompt returns for all Collections. Buys and sells Exchange, Discounts Paper, receives Deposits, and does a general brokerage business.

New York correspondent, American Exchange National Bank.

Jacksonville correspondents, First National Bank of Florida, and Bank of Jacksonville.

W. T. KNAPP, A. M., M. D.,

[GRADUATE IN ALLOPATHY]

Homœopathic Physician,

DELAND, FLA.

Office and residence 3rd house east of Carrollton Hotel, N. Y. ave. Office hours, 7 to 9 a. m., 1 to 3 and 7 to 9 p. m.

SPECIALTIES: Chronic and obscure Diseases, and Diseases of Women & Children.

E. H. McDonald,

Shaving, Hair Cutting, Shampooing, Etc.

IN THE LATEST STYLES.

BOULEVARD, **DeLAND, FLA.**

LAND CLEARED AND

ORANGE GROVES

SET OUT

AND CARED FOR BY THE ACRE OR HOUR,

AT

REASONABLE RATES.

15 Years Experience.

BEST OF REFERENCE GIVEN. BUDDING TREES A SPECIALTY

BENJAMIN COOK,

P. O. Box 171. DeLAND, FLORIDA.

WM. H. MESSIMER,

DENTIST.

OFFICE: Indiana Avenue, Fourth door east Boulevard, north side.

All the latest discoveries, and best endeavors employed, for the best possible results in the various branches of the profession.

The usual agents employed for Painless Extraction.

☞ Artificial teeth inserted on any of the approved bases. ☜

S. H. WEBB,

STAPLE AND FANCY

DRY : GOODS : AND : NOTIONS.

Central Room, Havens' Block, DeLand, Florida.

☞ AMERICAN BIBLE SOCIETY'S REPOSITORY. ☜

L. C. BEARDSLEE'S

BILLIARD PARLOR

Woodland Boulevard. Lynch Block.

Fine Billiard and Pool Tables, Tobaccos, Cigars and all smokers' articles. Cider, Soda, Lemonade, Milk, Etc.

R. S. CONAWAY,

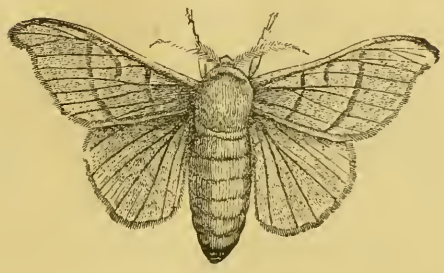
JEWELLER AND SILVERSMITH.

GERKEN BLOCK, Corner Boulevard & Indiana Ave.

Keeps a full stock of Jewelry of all kinds. Watches, Clocks, Diamonds, Curiosities, Etc.

Com. Norris Silk Farm

Spring Garden, Volusia Co., Fla.



OFFERS liberal inducements to those wishing to engage in the growing of silk. Cleared land, ready to plant, at reasonable rates, and FREE Mulberry trees and cuttings to start with.

The land is in a good, healthy location, free from swamps and marshes, in a good settlement of sober, industrious people. One of the best schools in Volusia county; the teacher receiving $75 per month for his services.

Address Com. A. HART NORRIS,
Spring Garden,
Volusia Co., Fla

J. P. BOGUE & CO.

—DEALERS IN—

Hardware, Stoves, Cutlery,

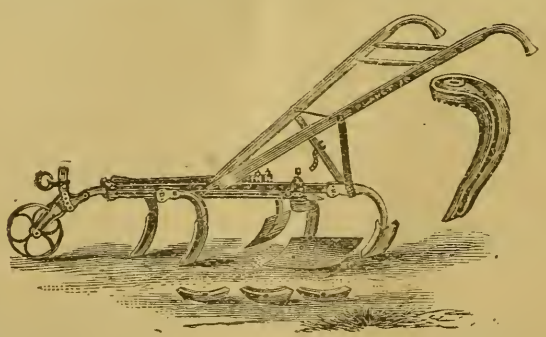
TINWARE,

Lead and Iron Pipe, Pipe Fittings,

PLUMBING, TIN ROOFING AND SPOUTING

And all kinds of Tin and Sheet Iron Work

DONE TO ORDER.



Agents for S. R. Allen & Co's "Planet, Jr.," Garden Tools, Rumsey's Pumps, "The Iron King' Cook Stove, Walters Patent Metallic Shingles, Bunnon's Terra Cotta Chimneys,&c.

R. A. HULL,

CONTRACTOR AND BUILDER,

DE LAND, FLA.

All kinds of building, remodeling, repairing and general job and carpenter work done in the best manner possible, and at reasonable prices.

Estimates furnished. Correspondence solicited. Shop opposite Putnam House.

MRS. F. W. HITCHINGS,

BOULEVARD, DE LAND, FLA.

Millinery and Fancy Goods.

Ladies Furnishing Goods a Specialty.

S. G. BROOKS,

CONTRACTOR FOR

Raising, Re-Blocking and Moving Buildings

Of all kinds, also sills and brick piers put under by contract or day. Will work in any part of the State.

DeLand, - Florida.

J. P. MACE,

Architect, Contractor and Builder,

DEALER IN

Building Materials, Shingles, Brick, Lime, Etc. AGENT FOR

GEO. W. BAKER'S Celebrated Rotted Bone Manures Decomposed with Potash.

BEST AND CHEAPEST. LAKE HELEN, FLA.

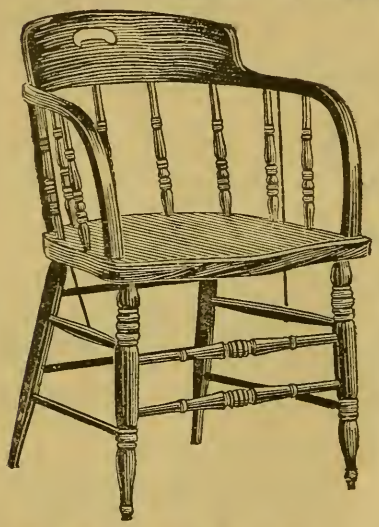
E. E. CLEAVELAND. W. W. CLEAVELAND.

CLEAVELAND & SON,

THE OLDEST, LARGEST AND CHEAPEST

Furniture and Bedding House

IN THE STATE.



WHILE visiting or passing through Jacksonville, if in need of Furniture or Bedding it will pay you to stop and examine our Mammoth Stock. Parties at a distance can have a copy of our

Mammoth Illustrated Catalogue

by sending six cents postage. We guarantee prices and goods. Correspondence solicited.

CLEAVELAND & SON,
26 & 28 Laura St. JACKSONVILLE, FLA.

$3,000

WILL BUY A 10 ACRE BEARING

Orange Grove

If bought by January 31, 1888. Situated on J. T. & K. W. R. R., two miles from DeLand. Address or call on

W. W. CLEAVELAND,
26 & 28 Laura St. Jacksonville, Fla.

CHAS. A. MILLER,

General Commission Merchant,

DEALER IN

HAY, GRAIN, FERTILIZERS,

Cotton Seed Meal, Etc.

CARRIAGES, WAGONS AND HARNESS.

ALSO PROPRIETOR OF

CITY TRANSFER LINE,

LIVERY, FEED AND SALE STABLE.

HEADQUARTERS FOR

MILLER'S MUCK BEDS.

Contracts taken for delivery of Muck.

H. C. McNEILL. J. F. ALLEN.

McNEILL & ALLEN,

DEALERS IN

FURNITURE

Children's Carriages, Excelsior, Moss,

And Palmetto Mattresses,

Feather : Pillows, : Mouldings,

Picture Frames, Mirrors, Brackets, Wall Pockets, What-Nots, Mosquito Nets, Window Shades, Wall Paper, &c.

Agents for STANDARD SEWING MACHINES.

Undertakers' Goods and Metalic Cases of all Sizes.

A Word to Settlers.

IT will hardly pay you to transport your household goods from the north to Florida, owing to the great danger of breakage and excessive freight charges for this class of goods. The best plan is to dispose of your furniture at the best price possible, and to purchase new goods from us, which you can do at northern prices.

E. B. MEAD,

Restaurant

Ice : Cream : and : Oyster : Parlors.

FRESH BREAD, MILK, ETC. ALWAYS ON HAND.

INDIANA AVE.

PARCELAND HOTEL,

J. Y. PARCE, Prop. DE LAND, FLA.

A Beautiful Location among the Pines aud Orange Trees.

THE HOUSE HAS MODERN IMPROVEMENTS.

Is the only Hotel in DeLand lighted with Gas, and convenient to RR., Telegraph and Express offices. Highest elevation overlooking the city.

SPECIAL TERMS TO PARTIES STAYING A WEFK OR MORE.

B. H. GILLEN, M. D.

Physician and Surgeon,

DeLAND, FLORIDA.

☞Office on Boulevard, South of New York Avenue.

HIGHLAND PARK LAND CO.

FRED. E. NORRIS, Sec'y and Proprietor of the

EXCELSIOR NURSERIES,

HIGHLAND PARK, FLA.

Write for prices on all kinds of property, also all kinds of Nursery stock and grove work.

Cole

Portrait and Landscape

Photographer.

Florida Views a Specialty.

A. P. DAVIS,

DEALER IN

Staple · and · Fancy · Groceries.

Headquarters for everything new and fresh in the Grocery line.

BRICK BLOCK, Woodland Boulevard,

DeLAND, - - - - FLORIDA.

The Jacksonville, Tampa & Key West R'y

Is the ONLY RAIL LINE to DELAND. Three DAILY TRAINS between JACKSONVILLE and DELAND. TIME REDUCED to 3 HOURS and 20 MINUTES. The branch joining DeLand to the main line has been entirely rebuilt as a broad gauge road, and DeLand is thus for the first time brought into connection with the Rail and Telegraph system of the country.

☞All freight shipments by this line to and from DeLand made without change of bulk and landed at the new Station in center of city. Fare from Jacksonville one way $4.25. Round trip $7.00. ☜

Connection made at Jacksonville in Union Station, (S. F. & W. Ry.) and transfers thus avoided.

The Jacksonville, Tampa and Key West R'y

is ABSOLUTELY the BEST and QUICKEST route to all points in South Florida, including Palatka, Sanford, Indian River Country, Orlando, Bartow, Tampa, Key West and Havana, Cuba; and is the only rail line from Jacksonville to St. Augustine and the great Ponce de Leon Hotel.

☞See that your ticket South of Jacksonville reads via.

"J. T. & K. W. RY."

For all information regarding lands owned by the Company, address A. B. Mason, Land Commissioner, Jacksonville, Fla.; for folders, time-cards, etc., write N. O. Robinson, Pass. Agt., and for other information apply to

G. W. BENTLEY,
Gen'l Manager.

M. R. MORAN,
Gen'l Supt. & G. P. A.

C. E. BARKER,
Gen'l Frt. Agt.

or, L. C. DEMING,
Gen'l Tkt. Agt.

Southern Electric Light Company,

OFFICE AND SHOPS,

DE LAND, FLORIDA.

On account of perfect cleanliness, healthfulness, safety and economy, electricity is fast superseding all other forms of lighting. We install complete Plants for Arc and Incandescent lighting of Cities, Towns, and for individual purposes. We guarantee a white and steady light. Dynamos and lamps of simple construction, and easily managed.

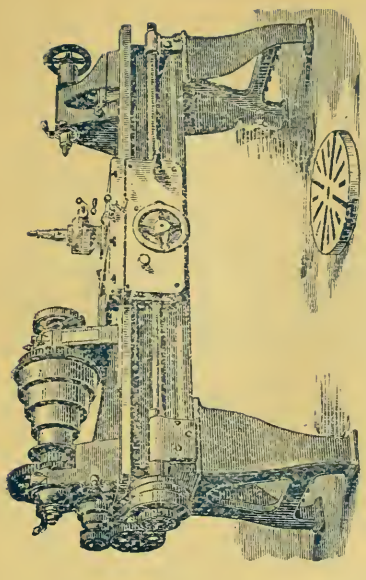
Arc lights of **800, 1,200, 1,600** and **2,000** candle power. Incandescent lights from 16 cp to 100 cp. Our high speed, automatic cut off engines are not excelled.

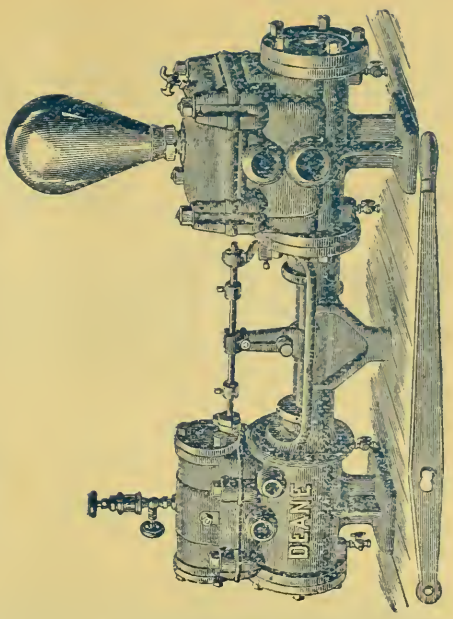
We will attach our lighting system to any power which may be in use for any other purposes. Besides our direct system of incandescent lighting, we use storage batteries, or accumulators as they are called, which can be charged rapidly or slowly, during the day or night, with small dynamos operated by either steam, wind or water power, and will yield the energy thus stored at a perfectly steady rate.

The electric light station installed by us, and operated by the DeLand Electric Light and Power Co., furnishes with its 7½ mile circuit the City of DeLand with unsurpassed Arc and Incandescent lights, is corroborative proof of what we pretend to do. Estimates furnished on application.

We sell Electric Motors adapted to any current.

A. G. KINGSBURY, M'g'r.

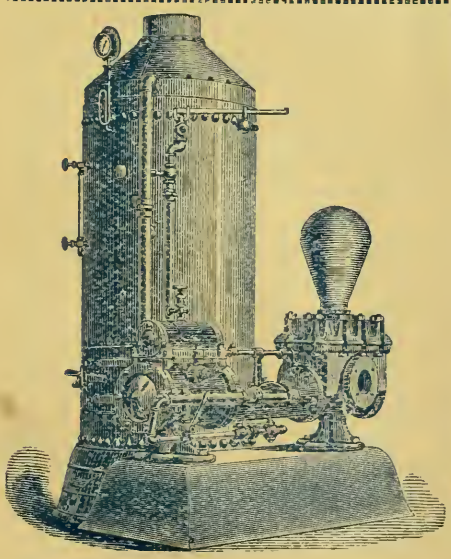


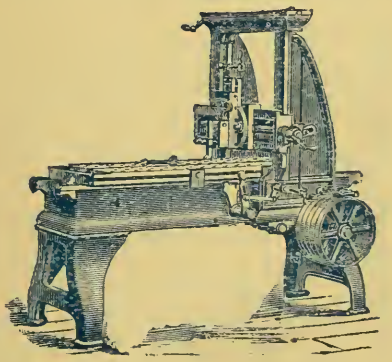


DE LAND MACHINE AND REPAIR SHOP.

All kinds of machinery repaired at short notice. Engineers and contractors for the erection of steam or wind plants for power or irrigating purposes. State agents for the most perfect system of Arc and Incandescent electric lighting yet known; simple, durable, and efficient. Shop at Ice Factory on DeLand branch J. T. & K. W. R. R.

A. G. KINGSBURY, Mgr.





DE LAND, FLORIDA.

1887

Revised Descriptive Circular

OF THE

City of DeLand.

DE LAND

Is located in Volusia county, an east-central county of Florida, facing the Atlantic, and rising westward in the Orange Ridge, along which flows the upper waters of the St. Johns.

This Orange Ridge

On which DeLand is situated, has many advantages to commend it to settlers, and to winter sojourners, who are in search of a delightful climate and a healthy location. It is the highest land in Eastern Florida; healthful, not subject to malarial diseases, well drained, and the best land in Florida for the growth of the orange. It is accessible

By River and Rail

The climate is very favorable for the cultivation of semi-tropical fruits as the winters are light and of short duration, and injurious frosts are scarce. The heat of the summer is not as intense as many suppose. It is the testimony of northern families who have remained here through one or more years that the climate in summer is delightful.

DeLAND

IS located five miles east of the landing on the St. Johns river, (where all the steamboats pass) and twenty-five miles from the Atlantic ocean, which is here tempered by the gulf stream, that passes in a large volume close to the Florida coast, and is very near the geographical center (north and south) of Volusia county. It was founded in 1877, by Hon. H. A. DeLand, of Fairport, N. Y, and has a population of 2,000 inhabitants.

The new well-known DeLand University, under the management of President J. F. Forbes, A. M., Ph. D., formerly of New York State Normal School at Brockport, is already taking a foremost rank among the Institutions of the South. The purpose of its founder and supporters is being realized in furnishing in the delightful climate of Florida an education, Academic, Collegiate and Normal equal in breadth and thoroughness to that given in the best New England schools.

We have a fine new public school building, costing, furnished, about $2.600. An excellent private school under the management of L. M. Hard, with competent assistants, is well established and in successful operation.

We have a Baptist Church, costing $4,000, a Methodist Church, costing $3,000, a Presbyterian Church, costing $5,000, an Episcopal Church, a Desciples Church and a Catholic Church, all neatly finished and paid for.

We Have Double-Daily Mails

From the north and south, and now have five general merchandise stores, carrying some of the largest and best stocks in south Florida; two groceries and provisions, a millinery store, two bakeries, a large furniture store, two restaurants, two livery and feed stables, a jewelry store, two shoe stores, two paint stores, the Volusia County Bank, two hardware stores, two tin shops, one cabinet shop, one dry goods store, Masonic, Odd Fellows, A. O. U. W. and G. A. R. lodges, four sawmills, within two miles; a blacksmith shop and carriage factory, two barber shops, three meat markets, two fish and oyster markets, an ice factory supplying the purest ice, fresh milk can be had in abundance from the dairy of A. D. McBride.

The Florida Agriculturist,

A large eight-page weekly, is published here, and is a desirable paper for those desiring information about Florida; also the DeLand Weekly News, and the Florida Witness, the latter a Baptist State paper. We have several good hotels, the Parceland, Putnam, Carrollton, Floral Grove, and Harlan Hotel, (at Lake Helen) being worthy of special mention. The DeLand branch of the J. T. & K. W. Ry. has been completed for some time and is run in direct connection with the main line, running from Jacksonville to Sanford. We also have excellent telegraph facilities with all parts of the country.

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A line of railway will soon be in operation between Lake Helen and DeLand; distance five miles. The Blue Springs, Orange City and Atlantic railroad runs through Lake Helen, making a standard-gauge line from Blue Spring, on the St. Johns river, to New Smyrna, on the Atlantic coast.

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For particulars, call on or address M. W. Sargent, DeLand, Florida; or H. A. DeLand DeLand, Fla., from Nov. 1 to June 1, and at Fairport, N. Y., from June 1 to Nov. 1.

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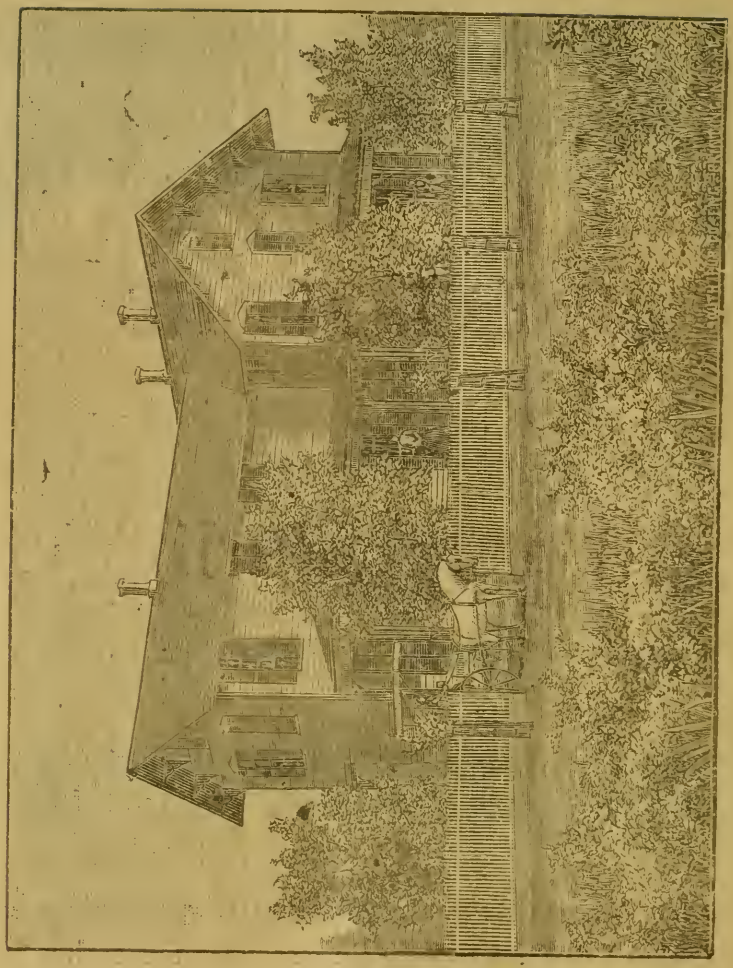

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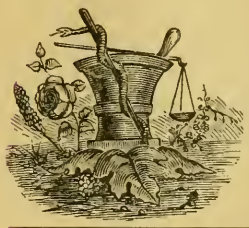

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